ACS
Airport Consumer Survey

Airport Consumer Survey (ACS)
Programme brief

2015

DKMA

www.dkma.com

In 2015, the new **ACS** replaces ASQ Retail

The Airport Consumer Survey (ACS) is a benchmarking programme that helps airport commercial teams **grow revenue & deliver the experience their passengers want**

Identify key segments

Understand what drives satisfaction & spending

Benchmark & improve your performance

Why improve the passenger experience?

Make your airport a destination and it's easier to convince passengers to buy

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What sort of ROI can you expect?

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How it will help you

Some of the key questions the research **will help you answer**

Which passenger segments spend the most?

How do our conversion rates compare with the competition?

How effective is our app at getting passengers to buy?

What drives satisfaction and spending in our shops?

Are passengers who use our premium car parks more likely to purchase in our shops?

Which restaurants do passengers prefer and why are we losing sales in our some of them?

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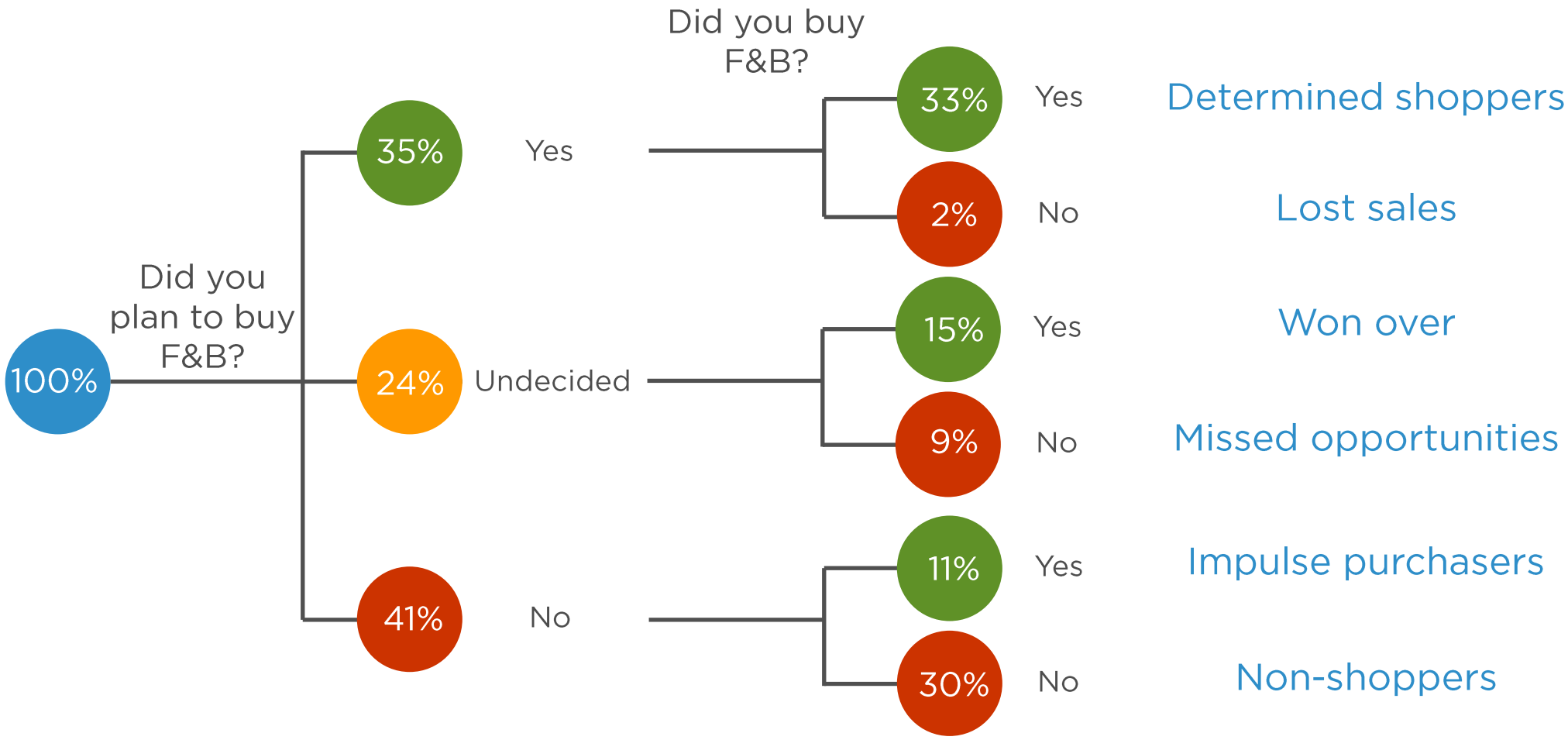
ACS in action – sample analysis

See **where you are losing sales**



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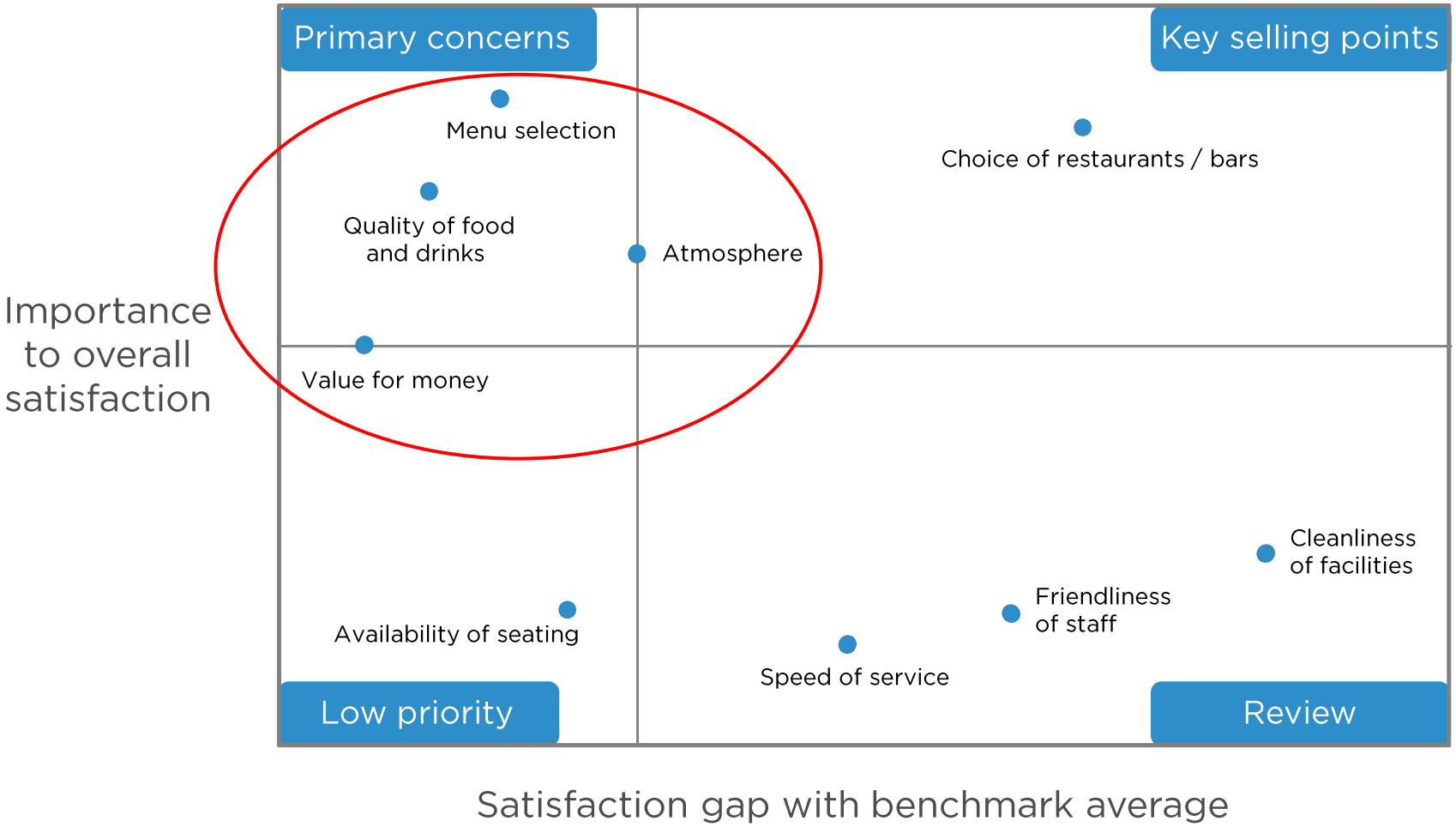
ACS in action – sample analysis

Identify drivers of satisfaction and focus efforts on the areas that matter most to your passengers



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ACS in action – sample analysis

See **who is buying and who isn't**

	Gender	Age	Income	Reason for trip	Trip frequency	Dwell time	Traffic
Determined		41 yrs.	MID		MID	98 mins.	DOM / INT.
Won over		40 yrs.	MID-LOW		LOW	90 mins.	INT.
Impulse		42 yrs.	MID-LOW		MID	87 mins.	INT.
Lost sales		38 yrs.	HIGH		LOW	88 mins.	INT.
Missed opp.		39 yrs.	MID		HIGH	83 mins.	DOM / INT.
Non-shopper		45 yrs.	HIGH		HIGH	76 mins.	DOM / INT.

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ACS in action – sample analysis

All your key commercial KPIs for airport parking, F&B and retail on
1 single dashboard

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Research goals

The Airport Consumer Survey helps airports **maximise passenger satisfaction & spending** by systematically improving the commercial experience

1. OBSERVE
Identify key segments & their purchasing habits

2. ATTRACT
Evaluate effectiveness of airport marketing & communication

3. CONVERT
Fix the reasons why passengers don't buy

4. CONVINCE
Identify drivers of satisfaction & spending so you can make your offering more attractive

5. MEASURE
Benchmark & track performance over time

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Research concept

Passenger research to help you **improve your airport's commercial offering**

Tablet based
For rapid reporting & maximum flexibility

Two annual surveys
Minimum sample of 1,000 interviews per wave to enable segmenting & drilling down into the data

Dual focus
Investigating the link between satisfaction levels and sales performance

On the day rating
Passengers complete survey in the gate area prior to boarding, rating their experience when it is fresh in their mind

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Research concept

6 modules **cover your airport's whole commercial experience & all your customers**

Base programme modules

Identify segments, assess the effectiveness of your airport's communication efforts and drive satisfaction & spending for parking, retail and F&B

- **Passenger segmentation**
- **Marketing effectiveness** — **NEW in 2015** — Identify communication channels that drive sales
- **Airport parking** — **NEW in 2015** — Improve your airport parking offering
- **Food and beverage**
- **Duty paid retail**
- **Duty free retail**

Optional modules

Identify commercial opportunities for arriving passengers & assess needs of non-travelling customers

- **Arrivals duty free** — **NEW in 2015** — Identify the needs of arriving passengers
- **Meeters & greeters** — **NEW in 2015** — Maximise your landside commercial offering
- **Airport staff** — **NEW in 2015** — Identify the needs of airport staff
- **Special segments (Chinese pax, etc...)** — **NEW in 2015** — Learn what matters for key target segments

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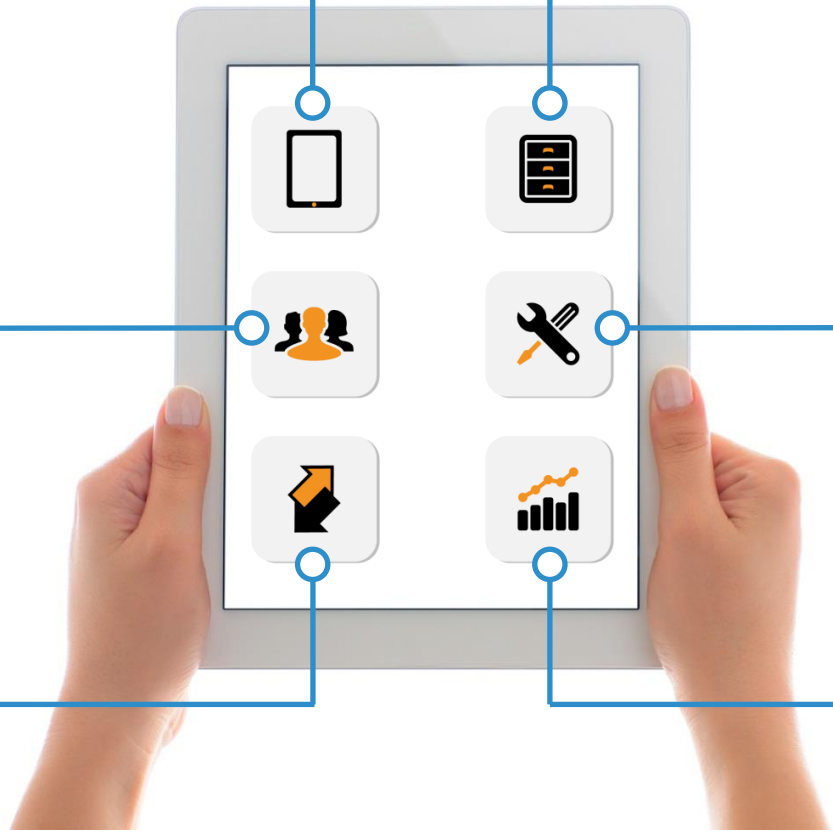
Tablet version

Simple, easy to use, hassle free

Research app
DKMA designed app specifically created for airport research

Survey Library
Access to full library of DKMA airport-specific surveys (non-benchmarking)



Simple fieldwork
Can be filled in by passenger or fieldworker

Tailored to your needs
Add or remove questions and specify outlet locations & brands

Hassle free
Data uploads automatically to DKMA servers via Wi-Fi

On demand reporting
Possibility of rapid interim reporting during the quarter

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What you get

All the insight you need to **maximise passenger satisfaction & spending**

1. OBSERVE

- Detailed shopper profiles
- Spend per passenger
- Purchasing habits of key segments
- Link with airport personas

2. ATTRACT

- Most effective channels
- See which marketing communications drive spending
- Link to airport loyalty programme efforts

3. CONVERT

- Main barriers to purchase
- See which segments are buying / not buying

4. CONVINCE

- Detailed satisfaction levels for parking, F&B and retail
- Key drivers of satisfaction
- Shop specific data
- Conversion & penetration rates

5. MEASURE

- Benchmarking information
- Trend analysis to systematically improve

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About DKMA

DKMA has offices in Geneva and Montreal. We help over 300 airports worldwide **maximize satisfaction & spending without investing a lot of money by working smarter, not harder**.

Our story

DKMA was formed in 2005 and one of its first projects was to develop and manage the Airport Service Quality initiative in partnership with ACI.

Since then, we have become one of the world's leading airport market research consultancies, specializing in helping airports grow their non-aeronautical revenue by delivering an improved passenger experience.

Over the years we've worked with over 300 airports around the world as well as airport management groups, banks, investors and concessionaires.

Our services

- Passenger research
- Service quality advisory
- Service quality management training
- Traffic forecasts

What makes DKMA unique

- Airport service quality expertise gained from launching & developing the ASQ initiative in partnership with ACI
- Unique framework for managing service quality. We know what works and what doesn't
- We work exclusively with airports and understand what you do

Some of the airports we are helping

GENÈVE AÉROPORT
AVINOR
Adelaide Airport
KEF KEFLAVIK INTERNATIONAL AIRPORT ISAVIA
AIRPORTS COMPANY SOUTH AFRICA
DENVER INTERNATIONAL AIRPORT TOGETHER WE SOAR
YYC CALGARY AIRPORT AUTHORITY
Dubai Airports
Tampa International Airport

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Ready to get started?

Ready to **improve your airport's retail performance?**
Contact DKMA to request a trial or to set up the Airport Consumer Survey at your airport

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